

ABSTRACT

The tourism sector plays an important role in regional development, where the multiplier effect created by this sector can improve the economy of the destination area, so that the tourism sector becomes a potential sector to be developed as one of the sources of Regional Native Income (PAD). Indonesia itself is very concerned about the development of areas that have the potential to become tourist destinations, including districts / cities in Central Java Province. Among the 29 regencies in Central Java Province, Wonosobo Regency is an area that has the potential to become a tourist destination with the Dieng Plateau which is quite famous.

This study aims to analyze the influence of Number of Tourist Visits, Room Occupancy Rate and Number of Restaurants on Regional Native Income of Wonosobo Regency. This study uses secondary data obtained from the Central Bureau of Statistics (BPS), the data used covers the year 2006-2020. Furthermore, this study used multiple linear regression analysis with Ordinary Least Squares (OLS) method.

The results of the study show that the variable Number of Tourist Visits in this study have a positive and significant effect on the PAD of Wonosobo Regency. Meanwhile, Room Occupancy Rate and Number of Restaurants Variable has a positive and insignificant effect on the PAD of Wonosobo Regency.

Keywords: *Number of Tourist Visits, Room Occupancy Rate, Number of Restaurants, Regional Native Income, Ordinary Least Squares*